

Australia Tire Market, By Vehicle Type (Passenger Car, LCV, M&HCV, OTR and Two-Wheeler), By Tire Construction Type (Radial and Bias), By Sales Channel (Offline and Online), By Price Segment (Ultra Budget, Budget and Premium), By Region, Competition Forecast & Opportunities, 2026

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Abstracts

Australia tire market was valued around USD2.04 billion in 2020 and is forecast to reach USD2.70 billion by 2026, growing at a CAGR of 4.19% by 2026 on account of growing fleet size of vehicles which in turn is driving the aftermarket tire sales in Australia. There is a visible rise in the demand for sports utility vehicles (SUVs) in Australia, thereby boosting the demand for SUV tires among the other passenger car segments in the country. As there is an increase in the number of people preferring personal modes of transportation for commuting, sales of passenger cars will keep on growing in the coming years, thereby urging the aftermarket demand for tires in Australia over the next five years. However, due to the imposed lockdown, following the COVID-19 outbreak, which resulted in economic instability in 2020, the sales of automobiles in the country dropped significantly. After the long and hugely negative effect of the COVID-19 lockdown, the tire market has again gained some pace in Australia. After a big drop in the production and sales in previous months, the production of vehicles has resumed, with sales also picking the pace, which is going to elevate demand for tires in the country.

The Australia tire market can be segmented based on vehicle type, tire construction type, sales channel, and region. On the basis of sales channel, offline sales of tires dominate the overall Australia tire market with more than 4/5th of the total market share. On the basis of vehicle type, passenger car tires are leading the Australia tire market

with more than half of the total market, followed by LCV, M&HCV, Two-Wheeler and OTR. In the forecast period also, it is expected that passenger car tires will acquire significant share than any other, but two-wheeler tires will increase at a higher CAGR in comparison to other vehicle types. On the basis of tire construction type, radial tires dominated Australia tire market over bias tire with more than 75% share in 2020. This is mainly due to high demand for passenger cars and the escalating fleet of passenger cars, and it has been expected that it will dominate the market in upcoming years also.

Major players operating in the Australia tire market are Bridgestone Australia LTD, Goodyear & Dunlop Tires (Aust) Pty Ltd, Yokohama Tire Australia Pty Ltd, Michelin Australia Pty. Ltd, Kumho Tyre Australia Pty Ltd. Key players are developing advanced technologies and introducing new products to stay competitive in the market. Other competitive strategies include unification and accretion and new product developments. Players operating in the market are improving R&D potentiality while enhancing operational efficiency to register constructive growth.

Years considered for this report:

Historical Period: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of Australia tire market from 2016 to 2020.

To estimate and forecast the market size of Australia tire market from 2021 to 2026 and growth rate until 2026.

To identify dominant region or segment in the Australia tire market.

To identify drivers and challenges for Australia tire market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia tire market.

To conduct pricing analysis for Australia tire market.

To identify and analyze the profile of leading players operating in Australia tire market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers across Australia. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, distribution channels and presence of all major manufacturers across Australia.

TechSci Research calculated the market size of Australia Tire Market using a bottom-up approach, wherein data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Original equipment manufacturers, suppliers and other stakeholders

Research organizations and consulting companies

Government bodies such as regulating authorities and policy makers.

Organizations, forums and alliances related to Australia tire market.

The study is useful in providing answers to several critical questions that are important

for the industry stakeholders such as manufacturers and partners, end users, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Australia tire market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Australia Tire Market, By Vehicle Type:

Passenger car

LCV

M&HCV

Two-Wheeler

OTR

Australia Tire Market, By Tire Construction Type:

Radial

Bias

Australia Tire Market, By Sales Channel:

Offline

Online

Australia Tire Market, By Price Segment:

Budget

Ultra-Budget

Premium

Australia Tire Market, By Region:

New South Wales

Victoria

Queensland

Western Australia

South Australia

Tasmania

Australian Capital Territory

Northern Territory

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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